

Intervention: Community-wide campaigns

Finding: Sufficient evidence for effectiveness

Potential partners to undertake the intervention:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input checked="" type="checkbox"/> Businesses or labor organizations |
| <input checked="" type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input checked="" type="checkbox"/> Local public health departments |
| <input checked="" type="checkbox"/> State public health departments | <input checked="" type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

Community-wide campaigns involve many community sectors in visible, broad-based and multiple interventions to increase physical activity. Communication techniques are a common element in these campaigns. Messages are often directed to large, undifferentiated audiences. Campaigns combine diverse media, such as television, radio, newspaper and other avenues.

Findings from the systematic reviews:

The Guide to Community Preventive Services reports strong evidence for effectiveness for this intervention. The Community Guide is a well respected source of evidence-based practices in public health. With guidance from the Task Force on Community Preventive Services, it summarizes what is known about the effectiveness, economic efficiency, and feasibility of interventions to promote community health and prevent disease for a variety of topics.

References:

[Guide to Community Preventive Services](http://www.thecommunityguide.org/pa/default.htm) - <http://www.thecommunityguide.org/pa/default.htm>